

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	M	5A-6A	WAVY NEWS-5A	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	

Rating: 4.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*5	TU	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/30-10/30	0	0	0	\$0.00	
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Rating: 4.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*6	W	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
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Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*7	TH	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/25-10/25	0	0	0	\$0.00	
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Rating: 6.3

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*8	F	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/26-10/26	1	1	1	\$4,000.00	
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Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*9	M	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/29-10/29	0	0	0	\$0.00	
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Rating: 6.3

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

Rep Order# 6865719 Ver# 3 Status Revised Traffic Order# Printed: 10/24/2012 11:48 AM 3 of 19

EC'd Yes Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
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Estimate# 1257 Agency C/P1/P2/E 11/27/1257
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*10	TU	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/30-10/30	1	1	1	1	\$4,000.00	
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Rating: 6.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*11	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/24-10/24	0	0	0	0	\$0.00	
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Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*12	TH	7A-9A	TODAY SHW	:30	\$3,000.00	10/25-10/25	1	1	1	1	\$3,000.00	
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Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*13	F	7A-9A	TODAY SHW	:30	\$2,000.00	10/26-10/26	0	0	0	0	\$0.00	
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Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*14	M	7A-9A	TODAY SHW	:30	\$3,000.00	10/29-10/29	1	1	1	1	\$3,000.00	
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Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

Rep Order# 6865719 Ver# 3 Status Revised Traffic Order# Printed: 10/24/2012 11:48 AM 4 of 19

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Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	TU	7A-9A	TODAY SHW	:30	\$2,000.00	10/30-10/30	0	0	0	\$0.00	
Rating: 6.7												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*16	W		430A-5A	WAVY NEWS-430A<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 1.3												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*17	TH		430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/25-10/25	0	0	0	\$0.00	
Rating: 1.3												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*18	F		430A-5A	WAVY NEWS-430A<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 1.3												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*19	M		430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/29-10/29	0	0	0	\$0.00	
Rating: 1.3												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*20	TU		430A-5A	WAVY NEWS-430A<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 1.3												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*21 SA 7A-8A WAVY NWS SAT7A :30 \$800.00 10/27-10/27 0 0 0 \$0.00

Rating: 5.5

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*22 SU 6A-7A WAVY NWS SUN6A :30 \$1,000.00 10/28-10/28 1 1 1 \$1,000.00

Rating: 4.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*23 SU 7A-8A WAVY NWS SUN7A :30 \$800.00 10/28-10/28 0 0 0 \$0.00

Rating: 5.9

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*24 SU 8A-9A SUN TODAY-NBC :30 \$1,200.00 10/28-10/28 0 0 0 \$0.00

Rating: 7.1

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*25 W 9A-10A TODAY SHW2-NBC :30 \$1,500.00 10/24-10/24 1 1 1 \$1,500.00

Rating: 3.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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	*26	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/25-10/25	0	0	0	\$0.00	
Rating: 3.8												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*27	F	9A-10A	TODAY SHW2-NBC	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
Rating: 3.8												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*28	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/29-10/29	0	0	0	\$0.00	
Rating: 3.8												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*29	TU	9A-10A	TODAY SHW2-NBC	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 3.8												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*30	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/24-10/24	0	0	0	\$0.00	
Rating: 2.6												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*31	TH	10A-11A	TODAY SHW3-NBC	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
Rating: 2.6												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

EC'd Yes Last Received: 10/23/2012 3:56 PM Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

*32 F 10A-11A TODAY SHW3-NBC :30 \$400.00 10/26-10/26 0 0 0 \$0.00
Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*33 M 10A-11A TODAY SHW3-NBC :30 \$1,000.00 10/29-10/29 1 1 1 \$1,000.00
Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*34 TU 10A-11A TODAY SHW3-NBC :30 \$400.00 10/30-10/30 0 0 0 \$0.00
Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*35 W 11A-12P HAMPTN RDS SHW :30 \$300.00 10/24-10/24 1 1 1 \$300.00
Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*36 TH 11A-12P HAMPTN RDS SHW :30 \$200.00 10/25-10/25 0 0 0 \$0.00
Rating: 0.9

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*37	F	11A-12P	HAMPTN RDS SHW	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	

Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*38	M	11A-12P	HAMPTN RDS SHW	:30	\$200.00	10/29-10/29	0	0	0	\$0.00	
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Rating: 0.9

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*39	TU	11A-12P	HAMPTN RDS SHW	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
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Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*40	W	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/24-10/24	0	0	0	\$0.00	
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Rating: 2.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*41	TH	12P-1P	WAVY NEWS10-NN<	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
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Rating: 2.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*42	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/26-10/26	0	0	0	\$0.00	
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Rating: 2.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

Rep Order# 6865719 Ver# 3 Status Revised Traffic Order# Printed: 10/24/2012 11:48 AM 9 of 19

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*43	M	12P-1P	WAVY NEWS10-NN<	:30	\$600.00	10/29-10/29	1	1	1	1	\$600.00	
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Rating: 2.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*44	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/30-10/30	0	0	0	0	\$0.00	
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Rating: 2.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*45	W	1P-2P	DAYS-OUR LIVES	:30	\$800.00	10/24-10/24	1	1	1	1	\$800.00	
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Rating: 1.4

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*46	TH	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/25-10/25	0	0	0	0	\$0.00	
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Rating: 1.4

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*47	F	1P-2P	DAYS-OUR LIVES	:30	\$800.00	10/26-10/26	1	1	1	1	\$800.00	
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Rating: 1.4

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*48	M	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/29-10/29	0	0	0	\$0.00	
Rating: 1.4												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*49	TU	1P-2P	DAYS-OUR LIVES	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
Rating: 1.4												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*50	W	2P-3P	DOCTORS<	:30	\$200.00	10/24-10/24	0	0	0	\$0.00	
Rating: 1.0												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*51	TH	2P-3P	DOCTORS<	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
Rating: 1.0												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*52	F	2P-3P	DOCTORS<	:30	\$200.00	10/26-10/26	0	0	0	\$0.00	
Rating: 1.0												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*53	M	2P-3P	DOCTORS<	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
Rating: 1.0												

Buyline Comment: REVISE RATE TO CLEAR
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*54 TU 2P-3P DOCTORS< :30 \$200.00 10/30-10/30 0 0 0 \$0.00
Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*55 W 3P-4P MAURY POVICH< :30 \$500.00 10/24-10/24 1 1 1 \$500.00
Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*56 TH 3P-4P MAURY POVICH< :30 \$450.00 10/25-10/25 0 0 0 \$0.00
Rating: 2.1

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*57 F 3P-4P MAURY POVICH< :30 \$500.00 10/26-10/26 1 1 1 \$500.00
Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*58 M 3P-4P MAURY POVICH< :30 \$450.00 10/29-10/29 0 0 0 \$0.00
Rating: 2.1

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*59	TU	3P-4P	MAURY POVICH<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	

Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*60	W	4P-5P	ANDERSON<	:30	\$500.00	10/24-10/24	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*61	TH	4P-5P	ANDERSON<	:30	\$800.00	10/25-10/25	1	1	1	\$800.00	
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Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*62	F	4P-5P	ANDERSON<	:30	\$500.00	10/26-10/26	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*63	M	4P-5P	ANDERSON<	:30	\$800.00	10/29-10/29	1	1	1	\$800.00	
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Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*64	TU	4P-5P	ANDERSON<	:30	\$500.00	10/30-10/30	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 1257
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1257
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*65 W 5P-530P WAVY NEWS10-5<
Rating: 5.0
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*66 TH 5P-530P WAVY NEWS10-5<
Rating: 5.0
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*67 F 5P-530P WAVY NEWS10-5<
Rating: 5.0
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*68 M 5P-530P WAVY NEWS10-5<
Rating: 5.0
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*69 TU 5P-530P WAVY NEWS10-5<
Rating: 5.0
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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Rep Firm
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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*70	W	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/24-10/24	0	0	0	\$0.00	
Rating: 5.8												
Buyline Comment: CXL DUE NA												
Sales Remark: V3 CXL DUE NA												
V3 More than 2 codes changed												

*71 TH 530P-6P WAVY10NWS-5.30< 1 1 1 \$2,500.00

Rating: 5.8

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

*72 F 530P-6P WAVY10NWS-5.30< 0 0 0 \$0.00

Rating: 5.8

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA

V3 More than 2 codes changed

*73 M 530P-6P WAVY10NWS-5.30< 1 1 1 \$2,500.00

Rating: 5.8

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

*74 TU 530P-6P WAVY10NWS-5.30< 0 0 0 \$0.00

Rating: 5.8

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA

V3 More than 2 codes changed

*75 W 6P-630P WAVY NEWS10-6< 1 1 1 \$3,200.00

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*76 TH 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*77 F 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*78 M 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*79 TU 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*80 SA 6P-630P AVG. ALL WKS

Rating: 3.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

EC'd Yes Last Received: 10/23/2012 3:56 PM

Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*81	SU	6P-7P	WAVY NW10 SUN1	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	

Rating: 3.2

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*82	W	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/24-10/24	0	0	0	\$0.00	
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Rating: 4.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*83	TH	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
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Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*84	F	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/26-10/26	0	0	0	\$0.00	
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Rating: 4.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*85	M	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
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Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*86	TU	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/30-10/30	0	0	0	\$0.00	
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Rating: 4.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*87 W 730P-8P INSIDER<

\$2,000.00

1

10/24-10/24

:30

1

1

1

\$2,000.00

Rating: 4.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*88 TH 730P-8P INSIDER<

\$1,500.00

0

10/25-10/25

:30

0

0

0

\$0.00

Rating: 4.3

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*89 F 730P-8P INSIDER<

\$2,000.00

1

10/26-10/26

:30

1

1

1

\$2,000.00

Rating: 4.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*90 M 730P-8P INSIDER<

\$1,500.00

0

10/29-10/29

:30

0

0

0

\$0.00

Rating: 4.3

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*91 TU 730P-8P INSIDER<

\$2,000.00

1

10/30-10/30

:30

1

1

1

\$2,000.00

Rating: 4.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*92	F	9P-10P	GRIMM-NBC	:30	\$2,500.00	10/26-10/26	0	0	0	\$0.00	
Rating: 4.3												
Buyline Comment: CXL DUE NA												
Sales Remark: V3 CXL DUE NA												
V3 More than 2 codes changed												
	*93	F	10P-11P	DATELINE FR-NBC	:30	\$3,000.00	10/26-10/26	1	1	1	\$3,000.00	
Rating: 3.7												
Buyline Comment: REVISE RATE TO CLEAR												
Sales Remark: V3 REVISE RATE TO CLEAR												
V3 More than 2 codes changed												
	*94	SU	815P-1130P	NBC SUN-FTBL<	:30	\$20,000.00	10/28-10/28	1	1	1	\$20,000.00	
Rating: 13.9												
Buyline Comment: REVISE RATE TO CLEAR												
Sales Remark: V3 REVISE RATE TO CLEAR												
V3 More than 2 codes changed												
	*95	M	1235A-135A		:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
Buyline Comment: JIMMY FALLON												
ADD TO SKED												
Sales Remark: V3 ADD TO SKED												
V3 Added												
	*96	SA	7P-8P		:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
Buyline Comment: ET THIS WEEK												
ADD TO SKED												
Sales Remark: V3 ADD TO SKED												
V3 Added												

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---SALES MONTHLY TOTALS---

Oct 12:	32 / \$70,300.00	Nov 12:	18 / \$27,850.00
Sales Totals: 50 / \$98,150.00			
Station Totals: 50 / \$98,150.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$316,613	CATV 0%	WAVY 31%	WGNT 1%	WPXV 0%	WTKR 18%
		WTVZ 0%	WVBT 3%	WVEC 47%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE